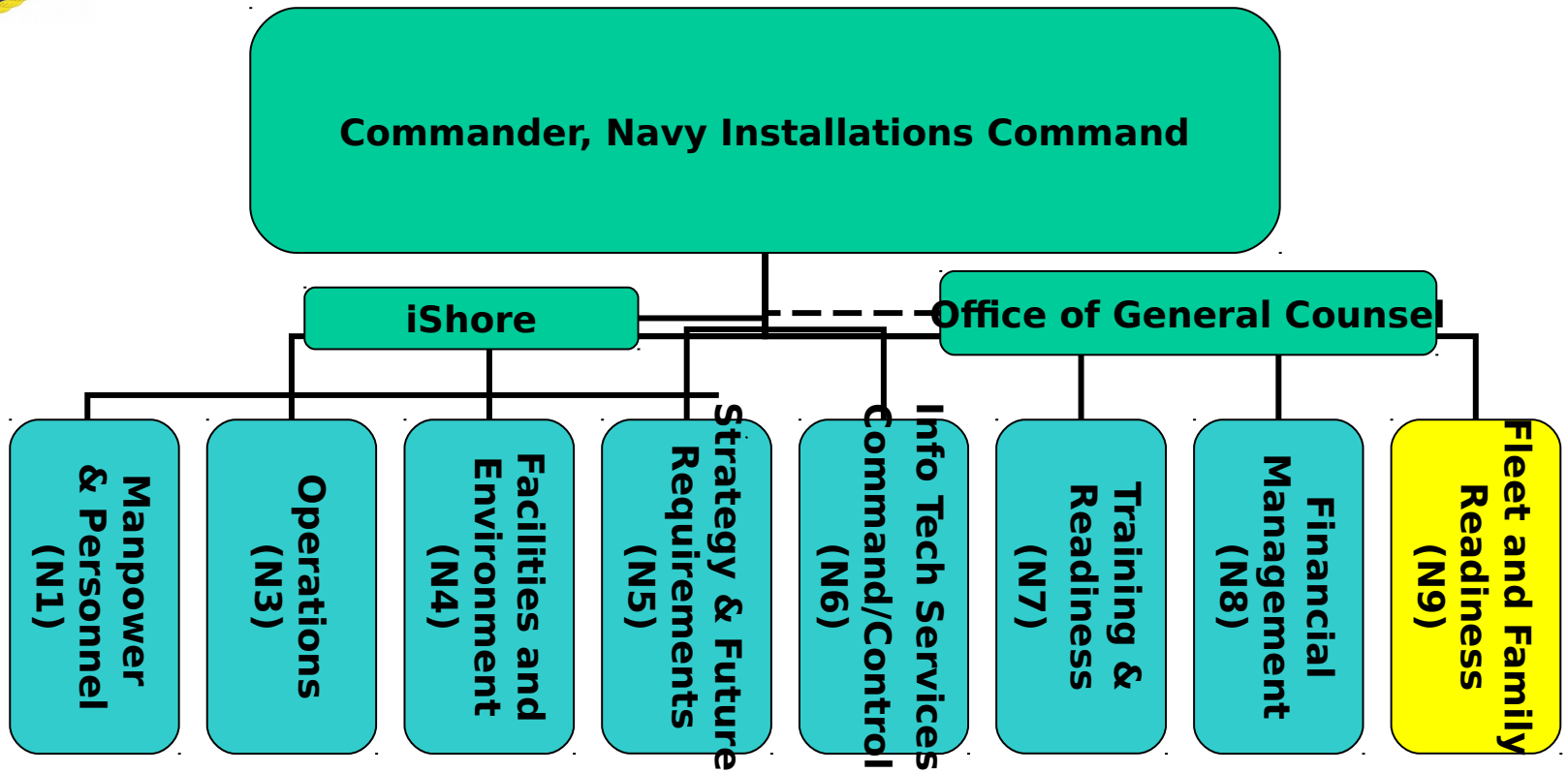
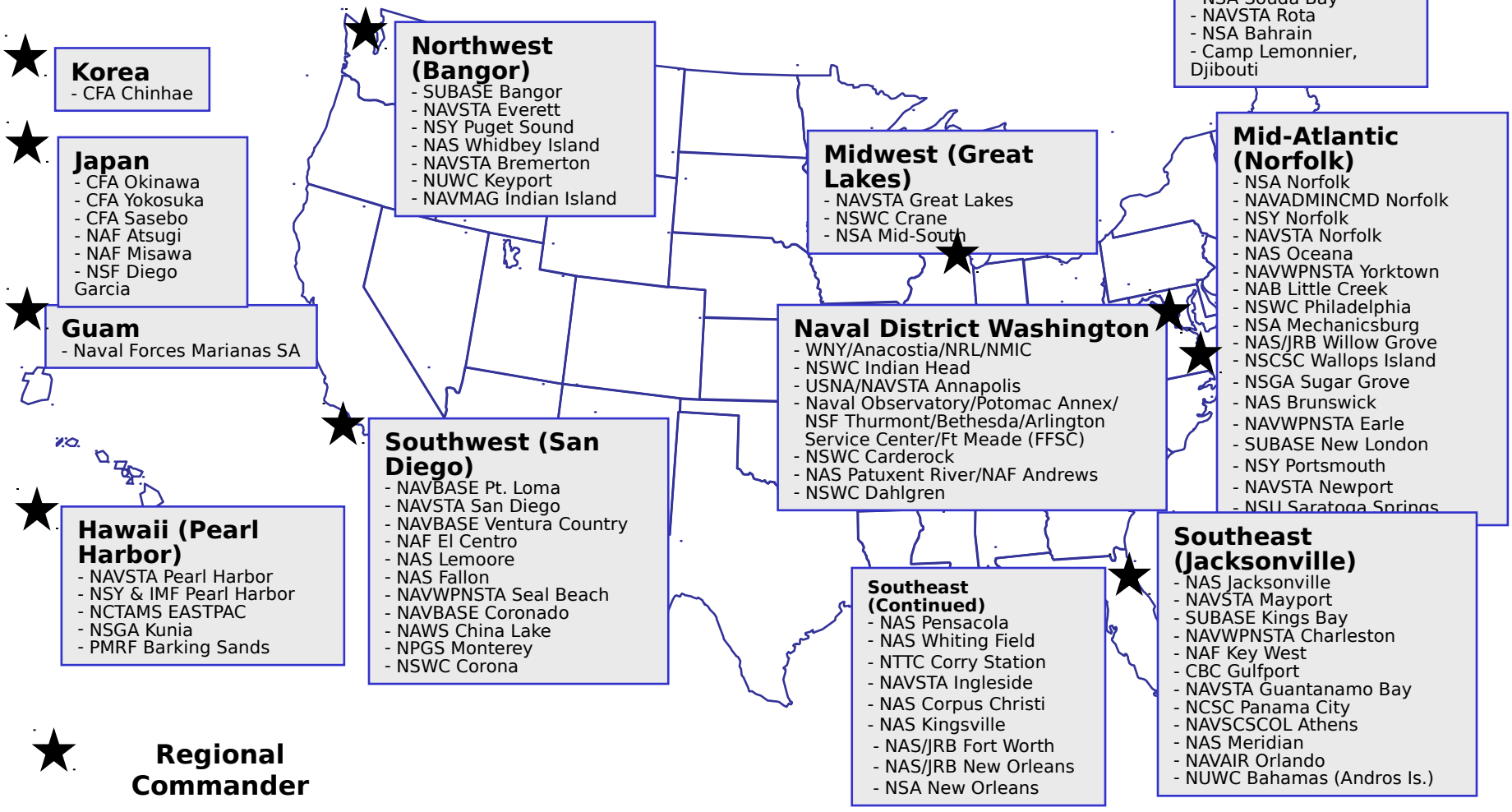
NAVY MWR PROGRAM UPDATE for OSD Offsite Meeting

March 15-17, 2010

Basic CNIC HQ Organization



Regions/Installations



Korea
- CFA Chinhae

Japan
- CFA Okinawa
- CFA Yokosuka
- CFA Sasebo
- NAF Atsugi
- NAF Misawa
- NSF Diego Garcia

Guam
- Naval Forces Marianas SA

Hawaii (Pearl Harbor)
- NAVSTA Pearl Harbor
- NSY & IMF Pearl Harbor
- NCTAMS EASTPAC
- NSGA Kunia
- PMRF Barking Sands

Northwest (Bangor)
- SUBASE Bangor
- NAVSTA Everett
- NSY Puget Sound
- NAS Whidbey Island
- NAVSTA Bremerton
- NUWC Keyport
- NAVMAG Indian Island

Southwest (San Diego)
- NAVBASE Pt. Loma
- NAVSTA San Diego
- NAVBASE Ventura Country
- NAF El Centro
- NAS Lemoore
- NAS Fallon
- NAVWPNSTA Seal Beach
- NAVBASE Coronado
- NAWS China Lake
- NPGS Monterey
- NSWC Corona

Midwest (Great Lakes)
- NAVSTA Great Lakes
- NSWC Crane
- NSA Mid-South

Naval District Washington
- WNY/Anacostia/NRL/NMIC
- NSWC Indian Head
- USNA/NAVSTA Annapolis
- Naval Observatory/Potomac Annex/ NSF Thurmont/Bethesda/Arlington Service Center/Ft Meade (FFSC)
- NSWC Carderock
- NAS Patuxent River/NAF Andrews
- NSWC Dahlgren

Southeast (Continued)
- NAS Pensacola
- NAS Whiting Field
- NTTC Corry Station
- NAVSTA Ingleside
- NAS Corpus Christi
- NAS Kingsville
- NAS/JRB Fort Worth
- NAS/JRB New Orleans
- NSA New Orleans

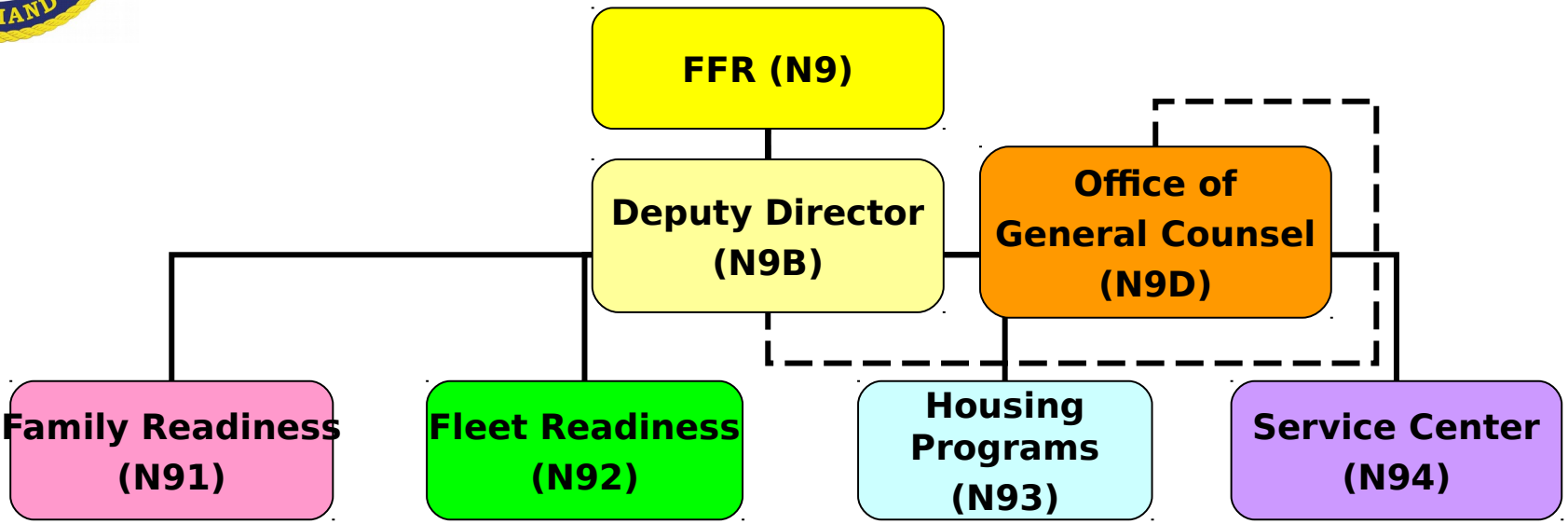
Europe/SW Asia
- NSA Naples
- NAS Sigonella
- NSA Souda Bay
- NAVSTA Rota
- NSA Bahrain
- Camp Lemonnier, Djibouti

Mid-Atlantic (Norfolk)
- NSA Norfolk
- NAVADMINCMD Norfolk
- NSY Norfolk
- NAVSTA Norfolk
- NAS Oceana
- NAVWPNSTA Yorktown
- NAB Little Creek
- NSWC Philadelphia
- NSA Mechanicsburg
- NAS/JRB Willow Grove
- NSCSC Wallops Island
- NSGA Sugar Grove
- NAS Brunswick
- NAVWPNSTA Earle
- SUBASE New London
- NSY Portsmouth
- NAVSTA Newport
- NSU Saratoga Springs

Southeast (Jacksonville)
- NAS Jacksonville
- NAVSTA Mayport
- SUBASE Kings Bay
- NAVWPNSTA Charleston
- NAF Key West
- CBC Gulfport
- NAVSTA Guantanamo Bay
- NCSC Panama City
- NAVSCSCOL Athens
- NAS Meridian
- NAVAIR Orlando
- NUWC Bahamas (Andros Is.)

★ **Regional Commander**

HQ Fleet and Family Readiness (N9)



Fleet and Family Readiness (N9)

Fleet and Family Readiness N9

Family Readiness N91

- Fleet and Family Support Programs
  - Deployment and Readiness
  - Crisis Response
  - Career Support and Retention
- Child and Youth Programs
  - Child Development Centers
  - Child Development Homes
  - Youth and Teen Programs
  - Adult and Child Education
- Community Alliance
  - Mass Care Response
  - Community Services
- HQ function only
  - FFSP R&D/QA

Fleet Readiness N92

- MWR Activities
  - Category A: Fitness, Liberty, Library, parks and afloat recreation
  - Category B: ITT, Outdoor Recreation, Auto Hobby
  - Category C: Theaters, Golf, Bowling, RV Parks, Marinas, no fee movies
- Lodging
  - Navy Gateway Inns and Suites
  - Recreational Lodging
  - Fisher House Program
- Food and Beverage Operations
  - Galleys
  - MWR Food Service
- HQ functions only
  - All-Navy Sports
  - Deployed Forces Support
  - Media and Resources

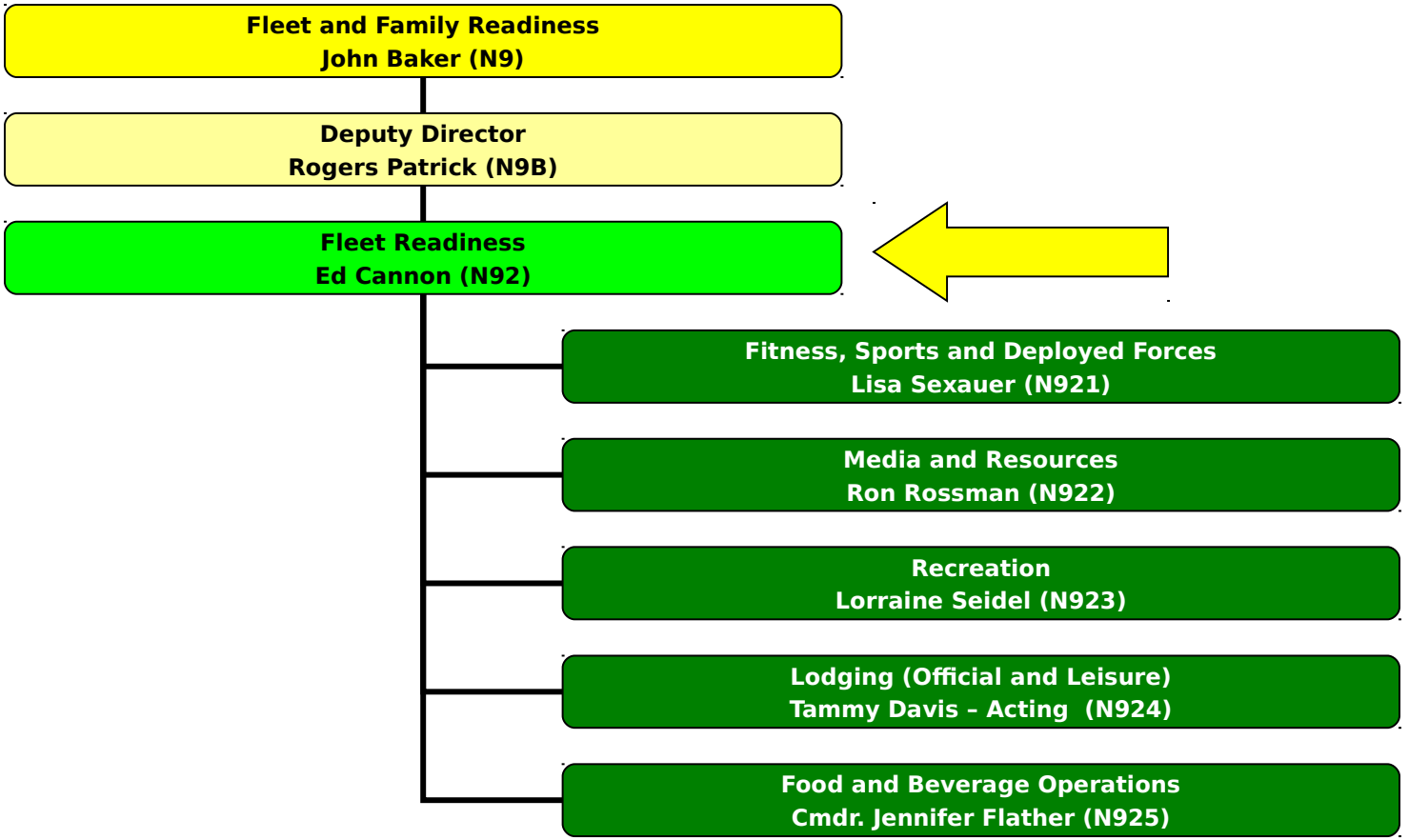
Housing N93

- Family and Bachelor Housing
  - Resource Requirements
  - Navy Housing Mgmt
  - Occupant Relations
  - Furnishing Program
  - CEL Survey
- PPV
  - Preferred Referral
  - Oversight Interface and Incentive Fee
  - Resident Relations
- Community Referral Program
  - Database Management
  - Landlord/Tenant Relations and Mitigation
  - Rental Counseling

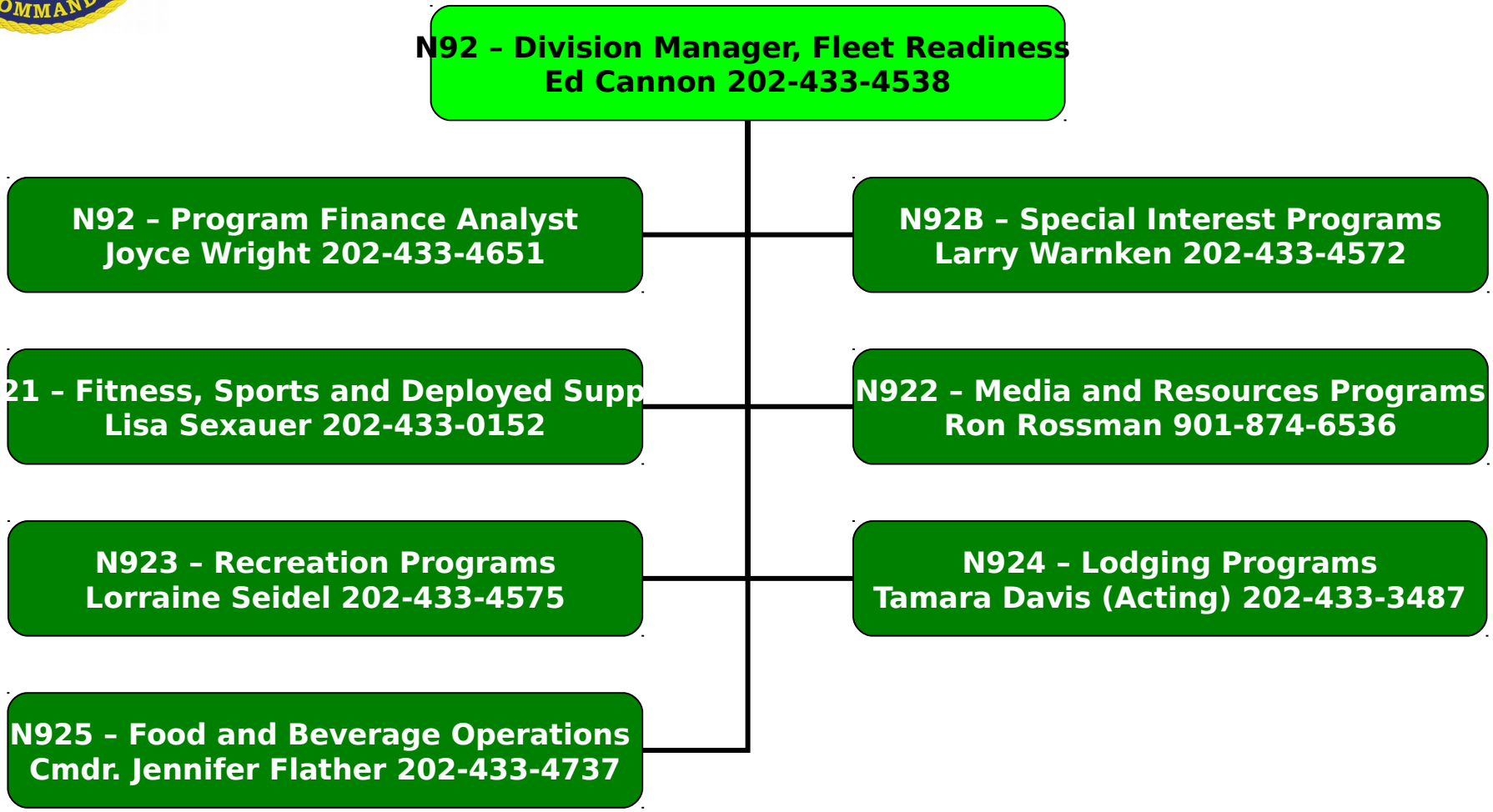
FFR Service Center N94

- Program Finance
- NAF Personnel
- Marketing
- POS/MIS Applications
- Assets Management
- Administrative
- Procurement
- Training
- Project/Facility Mgmt

Fleet Readiness (N92)



N92 - Fleet Readiness


N92 – Division Manager, Fleet Readiness
Ed Cannon 202-433-4538
N92 – Program Finance Analyst
Joyce Wright 202-433-4651
N92B – Special Interest Programs
Larry Warnken 202-433-4572
21 – Fitness, Sports and Deployed Supp
Lisa Sexauer 202-433-0152
N922 – Media and Resources Programs
Ron Rossman 901-874-6536
N923 – Recreation Programs
Lorraine Seidel 202-433-4575
N924 – Lodging Programs
Tamara Davis (Acting) 202-433-3487
N925 – Food and Beverage Operations
Cmdr. Jennifer Flather 202-433-4737

N92B - Fleet Readiness Special Interest Programs

N92B – Special Interest Programs Manager
Larry Warnken 202-433-4572

N92B1 – Civilian MWR/Flying Club Program
John Shaw 901-874-6627

N92B2 – Navy Voting Program Manager
Lt. Cmdr. Susan Otto 202-433-3619

N921: Fitness, Sports and Deployed Support

N921 – Fitness, Sports and Deployed Support
Program Manager
Lisa Sexauer 202-433-0152

- **N921A – Deployed Forces Support**
  Doug Butts 901-874-6629
- **N921B – Navy Fitness Program**
  Chad Quinn 202-433-9461
- **N921C – Navy Sports Program**
  James Senn 202-433-0590

N922: Media and Resources

N922 – Media and Resources
Program Manager
Ron Rossman 901-874-6536

N922A – Movie Ashore Field Support
Joyce Ann Parker 901-874-6535

N922B – Movie Afloat Field Support
Ed McGrath 901-874-6532

N922C – Warehouse/Materials Handling
Brian Jenkins 901-874-6531

N922D – Navy General Library Program
Nellie Moffitt 202-433-9802

N923: Recreation

N923 – Recreation Program Manager
Lorraine Seidel 202-433-4575

- **N923A- Business Operations**
  Vacant
- **N923B – Entertainment Program**
  Karen Fritz 202-433-0715
- **N923C- Liberty Program**
  (Rec Centers/Hobby/IA/WW)
  Jane Westbay 202-433-6935
- **N923D – ITT/Outdoor Recreation**
  Dawn Smith 202-433-6525
- **N923E – Golf Program Manager**
  Gordon Digby 202-433-3357
- **N923F – Bowling/Marina Programs**
  Ron Hodgen 202-433-0721

N924: Lodging

N924 – Lodging Program Manage
mara Davis (Acting) 202-433-34

924A – Programs and Policy Analyst
Tamara Davis 202-433-3487

N924B – Program Financial Analyst
Larry Groves 202-433-4257

N924C – Team Lead, Accreditation
Robin Gaines 901-874-6697

N924D – Recreational Lodging
Eric Gaines 901-874-6641

N924E – Training Manager
Vacant 202-433-3487

N924F – Navy Fisher House Program Manager
Vacant 202-433-3487

N925: Food and Beverage Operations

N925 – Food and Beverage Program Manager
Cmdr. Jennifer Flather 202-433-4737

N925A – Recreational Food Program Analyst
Paul Savarese 202-433-4037

N925B/C – Galley Program Analysts
Dino Tsakonas 202-433-4640
Michael Bowlin 202-433-0803

FY09 Focus

- Interact more closely on the waterfront with khaki leadership, improve customer services
- Command Fitness Leader training
  - Rolled out January 2009
  - 100 courses scheduled across the enterprise
- Navy Operational Fitness and Fueling Series development
- Mission Nutrition “Train the Trainer” development
- Participating in OSD “Inclusive Recreation” partnership with Penn State University
- Navy Gateway Inns and Suites/Recreational Lodging Development of brand, standardization, furnishings and facility design packages, improved amenities, services and training
- Operations and criteria revisions/updates impact
  - Establish Regional Operations Advisory Groups
  - Program standards revision
  - Evaluation criteria for NAFCON, CAT C performance
  - Strategic plan and business rules development

FY09 Achievements: Deployment Support

- Ashore and Afloat Deployed focus:
  - Deployed Support (Fitness, Recreation and Leisure)
  - Movie Program/Theater-in-a-Box
  - Library Multimedia Resource Centers (LMRC)/Playaway Audio Books
  - Remote ground forces - 100 sites
  - IA/Wounded Warrior support
  - No-cost wireless/landline Internet service
  - More than 300 OCONUS Navy Entertainment shows, including ships at sea and oil platforms
- Coordinated effort between CNIC HQ and fleet concentration areas
- Afloat Fitness/Recreation Specialists: 33 (goal: 44)
- Waterfront Fitness Program in Norfolk
  - Resource advocacy for modeling across the enterprise as Fitness Outreach
- Contract awarded for conversion of 8mm tape to encrypted DVD format; rollout starts in FY10
- Fleet being refitted with LMRC units

FY09 Achievements: Fitness

- CFL Certification Course
  - Successfully trained 140 fitness instructors across the enterprise
  - Scheduled more than 100 courses for CY2010
  - Certified 1,308 CFL personnel in CY2009
- SHAPE - Fitness for active duty (40 and over)
  - Piloted at Pearl Harbor, San Diego and Joint Forces Staff College
  - Added an injury/pain and fatigue inventory to measured outcomes
  - 11,000 patron encounters in year two of program
  - Implemented real time Web-based data collection tool
  - All evaluation surveys rated the experience as a 5 (scale of 1-5)
- FY09 OSD Supplemental Funding_
  - 39 Fitness Center renovations and upgrades - $25M
  - Three modular CDC facilities - $15M
  - Bahrain and Deployed Forces Support - $12M
  - MWR kits and pool lifts - $4.1M; Library materials - $4.8M

FY09 Achievements: Programming

- Inclusive Recreation
  - OSD contracted training with Penn State University for all services
    - 20 Navy quotas per year at four 5-day training courses on campus
    - Quotas granted based on proximity to MTFs or demonstrated need
  - Fostering inclusion through Wounded Warrior grants
  - Participated in National Institute on Recreation Inclusion (Sept. 2009)
  - Fisher House Program fosters valued relationship with Wounded Warrior campuses and provides support to family members
  - "Re-Creation" of programs to meet needs of tomorrow's Navy family
    - Future Library services that reflect needs of Sailors and families
    - Food service delivery – campus like
    - Sports/Recreational programs – emerging interests
    - Footprint consolidation/investment – one-stop shops, where viable
    - Lodging reservation Web site offers convenient online reservations, online comment cards, lodging site information, local attractions and more
- Implementing BRAC/Joint Basing
  - Services' traditions vs. best business practices

FY09 Achievements: Wounded Warrior Support

- Training from National Institute for Inclusive Recreation and Penn State University addresses unique recreational needs of Wounded Warriors
  - OSD contract with Penn State University for all services
    - Navy has quota of 20 per year at four 5-day training courses on campus
    - Quota granted based on proximity to MTFs or demonstrated need
- Fostering inclusion through Wounded Warrior grants
- Participated in National Institute on Recreation Inclusion (Sept. 2009)
- NRSW working with Navy Medical Center San Diego to offer recreational activities
  - Wounded Athlete Program provides ambulatory sports and fitness activities
- Retrofitting many MWR facilities to ensure access/usability for disabled
  - OSD supplemental funding used to provide pool lift chairs
- Navy purchased specialized golf carts for all Navy golf courses
  - 52 single rider carts purchased
  - Wounded Warrior golf clinics – Seal Beach leader in developing clinics
  - U.S. Golf Association train-the-trainer program to teach Navy golf professionals proper techniques for working with disabled golfers

FY09 Achievements: MWR Outreach

FLEET & FAMILY READINESS
FFR
facebook
Become a fan of the Fleet and Family Readiness (FFR) Facebook page. Get info on FFR programs and services, such as MWR, FFSC and Housing. Watch FFR videos, read the latest news and join a growing community of FFR fans.
http://www.facebook.com/navyffr

- Fleet and Family Readiness (FFR) Facebook page
  - Launched July 2009 to enable two-way communication with Navy "extended family"
  - Goal: Use social networking to expand communication capability and complement official communications with Sailors and families
  - Currently has more than 12,900 fans; partnering with NEX to increase fan base
  - Liberty and Navy Entertainment programs also have Facebook pages
- FFR YouTube page
  - Allows Navy family to view FFR videos
  - Currently has about 2,500 page views
- iPhone/iPod Touch FFR application set to launch this spring
  - Ability to input news and events from region
  - About 80 percent of information is available without WiFi upon download
- New phone texting test program success and rolling out Navy-wide
- Videos promoting safe driving, voting and conservation shown at Navy base theaters

FY10 Way Ahead

Fiscal

- Revisit NAF capital spending authorization
- Focus investment on food services, where it makes sense
- Program consolidations intended to reduce footprint

Processes

- Revise MWR/Lodging Program standards/accreditation processes
- Support Joint Basing through integrated solutions (IT, personnel, facilities)
- MWR accreditation plan
- Continue Armed Forces Entertainment partnerships for celebrity shows
- Strengthen ITT joint services role – economy in service delivery

Workforce

- Implement training program revision
- Finished relocating program personnel (support remains in Millington)
- Develop and rollout regional Bowling manager training

Customer

- Implement SHAPE program (contracted) at Washington Navy Yard, Norfolk, San Diego and Pearl Harbor Rollout Command Fitness Leader training initiative (N1/CNIC joint effort)
- Listen to our customers in REAL time with online comment cards

Top Five Initiatives For FY10

- Navy Operational Fitness and Fueling Series launches in June 2010
- Mission Nutrition Train-the-Trainer Course
- Upgrade facilities (MWR, Navy Gateway Inns and Suites, Recreational Lodging and Fisher Houses)
  - OSD supplemental funding - $25M fitness
  - Fitness MILCONS: Mayport and Fallon in design stage; Pearl Harbor and Newport impending ground breaking; North Island elevated to top priority within Navy and funded for design
  - Leveraging enterprise NAF resources
  - Galleys and MWR food services locations need help
- Operational changes/focus
  - Establish Food Service Regional Operations advisory groups
    - Establish red flag process
    - Marketing for galleys
    - Streamlining prime vendor purchasing
  - Program standards and accreditation revision
  - Evaluation criteria for NAFCON, CAT C performance
  - Strategic plan and business rules development

Upcoming Challenges

- Dwindling APF support
- Future of Category B programs and Category A lodging programs
- Increasing NAF revenues
- Joint Basing “back-of-the-house” issues
- Increasing career development opportunities for staff
- Making IT support PCI compliant
- Telling the MWR and Lodging story

Feedback on MC&FP FY09 Initiatives

Thank you for FY09 support !

- Fitness funding is a huge success - Keep it coming!
  - Resulted in highly-visible results to patrons
  - Artificial turf fields, facility improvements
- OCO funding keeps Deployed Support going strong
- Library services greatly enhanced
- OSD customer survey data useful for overall look
  - Suggest every other year cycle, so services can do their own surveys and drill down by base
  - Also avoids “survey fatigue”

Feedback on MC&FP FY10 Proposed Initiatives

- Navy MWR supports:
  - Long-term Fitness Facility and Program Improvement Plan
  - POM-12 DoD online Library
  - OCO supplemental funding strategy
  - Alternative MWR funding metrics without CYP

- Navy MWR recommends:
  - Postponing OSD Survey until 2011

Top Three for DoD

- Continued APF support for OCO/ Deployments
  - APF supplementals critical to program delivery
- Earmarked APF for MILCON/SRM for Fitness
  - Special minor construction authority for Fitness
- Increased APF funding for Cat B programs
  - Family-oriented recreation
  - Target OSD support